

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 00107 180608Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 USIA-15 /032 W
-----180611Z 074950 /15

P R 180441Z JAN 77
FM AMCONSUL SYDNEY
TO USDOC WASHDC PRIORITY
INFO AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL BRISBANE
AMCONSUL PERTH
SECSTATE WASHDC 7372

UNCLAS SYDNEY 0107

USDOC AND TOKYO FOR USTS

E.O. 11652: N/A
TAGS: ETRD, AS
SUBJ: VISIT USA TRAVEL SHOW

1. AN ELEMENT OFTEN PRESENT IN TRADE SHOWS, WHICH WE HAVE SO FAR NEGLECTED, IS REPFIND. UNDER THIS PROCEDURE, PERSONNEL OF THE TRADE CENTER AND THE POST'S ECON/COMMERCIAL SECTION SEARCH FOR LOCAL REPRESENTATION FOR EXHIBITORS THAT WANT THIS SERVICE. ALTHOUGH NONE OF THE PRESENTLY-COMMITTED EXHIBITORS IN THE VISIT USA SHOW NEEDS THIS SERVICE, IT MAY BE THAT THE ATMOSPHERE OF THE SHOW WOULD MAKE IT EASY FOR US TO HELP AMERICAN COMPANIES NEEDING REPRESENTATION. FOR INSTANCE, A NUMBER OF THE EXHIBITORS THEMSELVES WOULD BE PRIME CANDIDATES AS REPRESENTATIVES. MOREOVER, SHOW-RELATED PUBLICITY WOULD HELP US TO INFORM A LARGE PART OF THE AUSTRALIAN TRADE OF OFFERINGS.

2. THIS SERVICE IS NORMALLY PERFORMED FOR EXHIBITORS FREE OF EXTRA CHARGE, AS ONE OF THE BENEFITS OF PARTICIPATION. IT SEEMS UNCLASSIFIED

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REASONABLE THAT SOME FEE SHOULD BE CHARGED TO NON-EXHIBITORS. POSSIBLY ADVERTISING IN THE SHOW-RELATED NEWSPAPER SUPPLEMENT WOULD BE A WAY TO MAXIMIZE BENEFIT BOTH TO THE SHOW AND TO THE ADVERTISER.

3. THE DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION (DIBA) OF USDOC PERFORMS A SIMILAR SERVICE FOR US EXPORTERS

OF COMMODITIES, UNDER THE NAME AGENT-DISTRIBUTOR SERVICES
(ADS), AND IT IS SUGGESTED THAT USTS CONSULT DIBA ABOUT THE
DETAILS OF THE PLAN.
DAVIS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SYDNEY00107
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770026-0855, D770017-1204
Format: TEL
From: SYDNEY
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770139/aaaabinm.tel
Line Count: 66
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e1fda2d4-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 27-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3565180
Secure: OPEN
Status: NATIVE
Subject: VISIT USA TRAVEL SHOW
TAGS: ETRD, APER, AS
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/e1fda2d4-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009